



**Homeland
Security**

Secretary Napolitano Launches First-Of-Its-Kind Campaign to Combat Human Trafficking

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[Fact Sheet: DHS Blue Campaign](#)

Department of Homeland Security (DHS) Secretary Janet Napolitano today launched the “Blue Campaign”—a DHS-wide initiative to combat human trafficking through enhanced public awareness, victim assistance programs, and law enforcement training and initiatives.

“The battle against human trafficking is a shared responsibility involving the Department’s federal, state, local and tribal law enforcement partners, non-profit and non-governmental organizations, governments around the world and communities across the nation,” said Secretary Napolitano. “With the Blue Campaign, we seek to shine a light on a crime that thrives in the shadows, bring traffickers to justice, and assist victims in communities across the nation.”

The Blue Campaign was officially launched today by U.S. Immigration and Customs Enforcement Director John Morton, U.S. Customs and Border Protection Commissioner Alan Bersin, U.S. Citizenship and Immigration Services Director Alejandro Mayorkas, Federal Law Enforcement Training Center Deputy Director Ken Keene and Alice Hill, Senior Counselor to Secretary Napolitano—underscoring the unified effort to prevent human trafficking, assist victims and hold traffickers accountable by bringing together the Department’s diverse resources and expertise under one initiative.

To help citizens learn to identify and properly report indicators of human trafficking, the Department is launching public outreach tools that include social media, multilingual public awareness campaigns, and a new, comprehensive one-stop website for the Department’s efforts to combat human trafficking at www.dhs.gov/humantrafficking.

The Blue Campaign also features new training initiatives for law enforcement and DHS personnel, enhanced victim assistance efforts, and the creation of new partnerships and interagency collaboration—including the deployment of additional victim assistance specialists and specialized training for law enforcement personnel.

The Blue Campaign’s name and symbol were chosen by the Department to evoke the “thin blue line” of law enforcement, as well as the global anti-human trafficking symbols the Blue Blindfold, produced by the United Kingdom Human Trafficking Center, and the Blue Heart, developed by the United Nations Office of Drugs and Crime, to help raise international awareness about this issue.

A fact sheet detailing the numerous aspects of the campaign across the Department is available [here](#). For more information, visit www.dhs.gov/humantrafficking.

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Fact Sheet: DHS Blue Campaign

WASHINGTON—Department of Homeland Security (DHS) Secretary Janet Napolitano today launched the “Blue Campaign”—a DHS-wide initiative to combat human trafficking through enhanced public awareness, victim assistance programs, and law enforcement training and initiatives.

The Blue Campaign encompasses a wide range of anti-trafficking programs designed to engage the American and global public, the Department’s federal, state, local and tribal law enforcement partners, nonprofit and nongovernmental organizations, and governments around the world.

The Blue Campaign’s name and symbol were chosen by the Department to evoke national and international efforts to combat human trafficking with reference to the “thin blue line” of law enforcement, as well as the global anti-human trafficking symbols the Blue Blindfold, produced by the United Kingdom Human Trafficking Center, and the Blue Heart, developed by the United Nations Office of Drugs and Crime, to help raise international awareness about this issue.

For more information, visit www.dhs.gov/humantrafficking.

Blue Campaign Initiatives

Resources for the Public

Online Resources

- The Department has created several online resources to engage the public, including:
- A centralized web portal—located at www.dhs.gov/humantrafficking —for all DHS resources related to efforts to combat human trafficking;
- A civic engagement website hosted by www.ourborder.ning.com that highlights policy developments, initiatives and local events from around the country to better connect individuals and organizations that are interested in learning more about human trafficking, as well as other border security issues; and
- A centralized email resource—ICEHumanTrafficking.HelpDesk@dhs.gov —for law enforcement, NGOs, and service providers to contact human trafficking experts with questions, comments, or concerns.

Public Service Announcements

- Public Service Announcements designed to raise awareness about the dangers and signs of human trafficking will air at port of entry and airport departure gates in the coming months—including information about how to report suspected human trafficking to authorities.
- DHS has expanded two public awareness campaigns targeting potential trafficking victims: Hidden In Plain Sight and No Te Engañes. Hidden In Plain Sight has reached fourteen U.S. cities and is available in eight languages; No Te Engañes has aired in Mexico, Guatemala and El Salvador and includes four different PSAs as well as two radio segments.

Informational Materials

- Several DHS offices have produced informational materials to educate the public on resources available to those affected by human trafficking:

Currently Available:

- U.S. Immigration and Customs Enforcement (ICE) has produced wallet-sized human trafficking indicator cards—
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available in 16 languages—to highlight differences between smuggling and trafficking and identify key signals for recognizing a trafficking victim.

- To complement the indicator cards, ICE has also produced an informational pamphlet that focuses on ICE's law enforcement role and victim-centered approach in combating human trafficking, and highlights recent investigative successes.
- USCIS has developed a new pamphlet about immigration options for victims of crime, geared towards emergency responders, law enforcement officers, and healthcare professionals nationwide who may be in position to aid victims of trafficking.
- USCIS continues to issue public guidance and memoranda outlining the provisions and rights of trafficking victims under William Wilberforce Trafficking Victims Protection Reauthorization Act.

Forthcoming:

- USCIS is working with interagency partners to develop and distribute a pamphlet on the legal rights available to immigrant victims of domestic violence in the United States and the facts about immigrating on a marriage-based visa.
- ICE has created a brochure providing a concise, comprehensive overview of Continued Presence—a temporary immigration status provided to individuals by law enforcement as victims of human trafficking—including eligibility and application guidelines.
- USCIS continues to issue public guidance outlining the provisions and rights of trafficking victims under the William Wilberforce Trafficking Victims Protection Reauthorization Act.

Training for Law Enforcement and DHS Personnel

- Recognizing that law enforcement are often first to encounter potential victims of human trafficking, the Federal Law Enforcement Training Center (FLETC) has developed a free interactive computer-based training system for federal, state and local law enforcement officers. The training has been certified by Peace Officers Standards and Training in eight states and is expected to reach 200,000 law enforcement officers annually.
- The Department is currently developing training for all DHS personnel who encounter human trafficking within their scope of work. The goal is to train individuals in their own anti-trafficking roles and responsibilities as well as to familiarize them with the roles and responsibilities of their colleagues throughout DHS.

Victim Assistance Efforts

- Thirteen of ICE's 26 Special Agent in Charge Offices nationwide have hired full-time Victim Specialists to date—complementing the work of ICE's 250 collateral duty Victim Assistance Coordinators and one full-time Child Forensic Interview Specialist.
- ICE has designated 39 human trafficking experts—at least one in every ICE Special Agent in Charge Office. These individuals are specially trained to handle human trafficking leads, address urgent victim needs appropriately, and serve as designated points of contact for local officers and leads generated through the Law Enforcement Support Center.
- CBP has produced informational 'tear' cards, 'shoe' cards, and posters targeting potential victims of human trafficking. These materials connect victims to crisis support and sustained social services for trafficking victims.
- CBP Officers will distribute the tear cards to select individuals at ports of entry. Posters containing information about human trafficking will be displayed at ports of entry as well. Shoe cards containing the 24-hour hotline to the National Human Trafficking Resource Center will be distributed through grassroots methods via victim service providers and faith-based organizations.
- These tear cards will be available in English, Spanish, Chinese, Russian, French, Korean, Thai, Vietnamese, and Indonesian—with shoe cards also currently available in English, Spanish and Korean

Interagency, International and Private Sector Partnerships and Collaboration

- DHS' Private Sector Office has developed a virtual toolkit of the Department's anti-human trafficking resources for distribution to businesses across the nation, potentially reaching thousands of employers, targeting the lodging,

transportation, entertainment, agricultural, manufacturing, and construction industries.

- As part of its international anti-trafficking efforts, DHS is addressing specific needs of Member States of the Regional Conference of Migration (RCM)—a multilateral regional forum working on international migration and human rights issues. DHS is soliciting input from the RCM Member States through an online survey to determine RCM training requirements that will be incorporated into and offered as part of ICE's biannual regional training on Human Trafficking/Forced Child Labor and Child Sex Tourism in 2010.
- DHS continues to expand engagement with its international partners via the Blue Campaign to better combat human trafficking on a global scale—actively engaging with the European Union, Canada, and the International Organization for Migration and continuing to welcome new opportunities for bilateral and multilateral collaboration.
- DHS continues to meet with its federal partners, non-governmental and community organizations, and private sector partners to solicit stakeholder feedback and ideas on the Department's anti-trafficking programs and to help shape future initiatives.

For more information, visit www.dhs.gov/humantrafficking.

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